

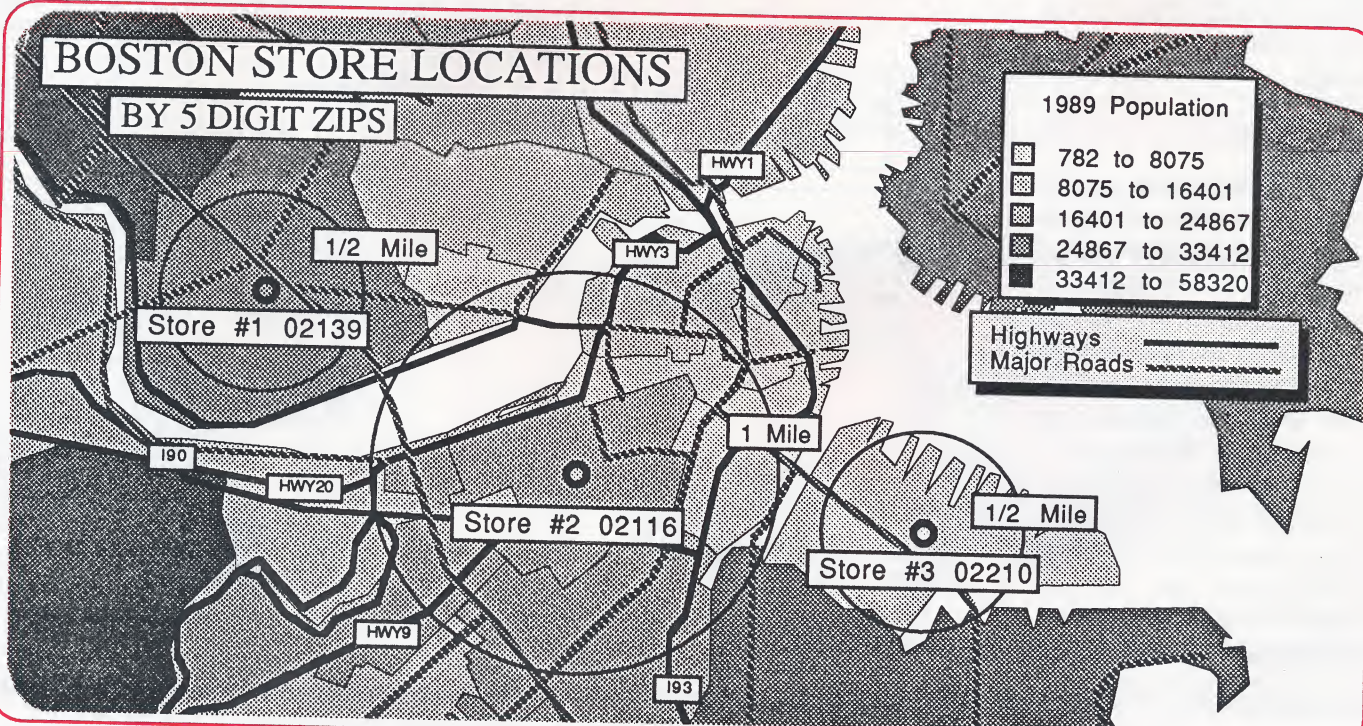
# NEW! ATLAS ★ MapMaker™ VERSION 4.5

We took the best in Macintosh desktop mapping software and made it even better. Our latest version of ATLAS★MapMaker includes many new features and enhancements. Built in ZIP Code analysis, multiple

layers, MapMaker Command Language, high resolution base map support, easy file transfer from MS-DOS, additional map projections and much more have been incorporated into this new version.

## WHAT'S NEW IN VERSION 4.5

- Analysis/Geographic Translation of ZIP Codes
- ATLAS★MapMaker Map Command Language
- New "Datapoint" File Type
- Preference Files
- Enhanced Text File Support
- Base Map Options Dialog
- Point & Click Access to Data Entry Window
- "All Curve" Map Creation
- Display Labels for Active Points Only
- Automatically Linked Text Layers
- Easier Multi-Variate Map Creation
- Animated Cursors
- Improved PICT Handling
- Enhanced Circle Boundary Types
- Improved Graphics Tablet Support
- Multiple Layers
- High Resolution Map Support
- Add Boundaries to Existing Maps
- New Legend Options
- Additional Map Projections
- Size By Pixels Option
- Enhanced "Import" Option
- Faster Boundary File Processing
- Faster Map Open and Exit Operations
- Shift-Double-Click to Enter/Edit Text
- Improved "Line" Drawing Methods
- Improved Lat/Lon Calibration
- Type-In Point Options for Digitizing
- Enhanced "List Selection" Dialogs





# New and Enhanced Features

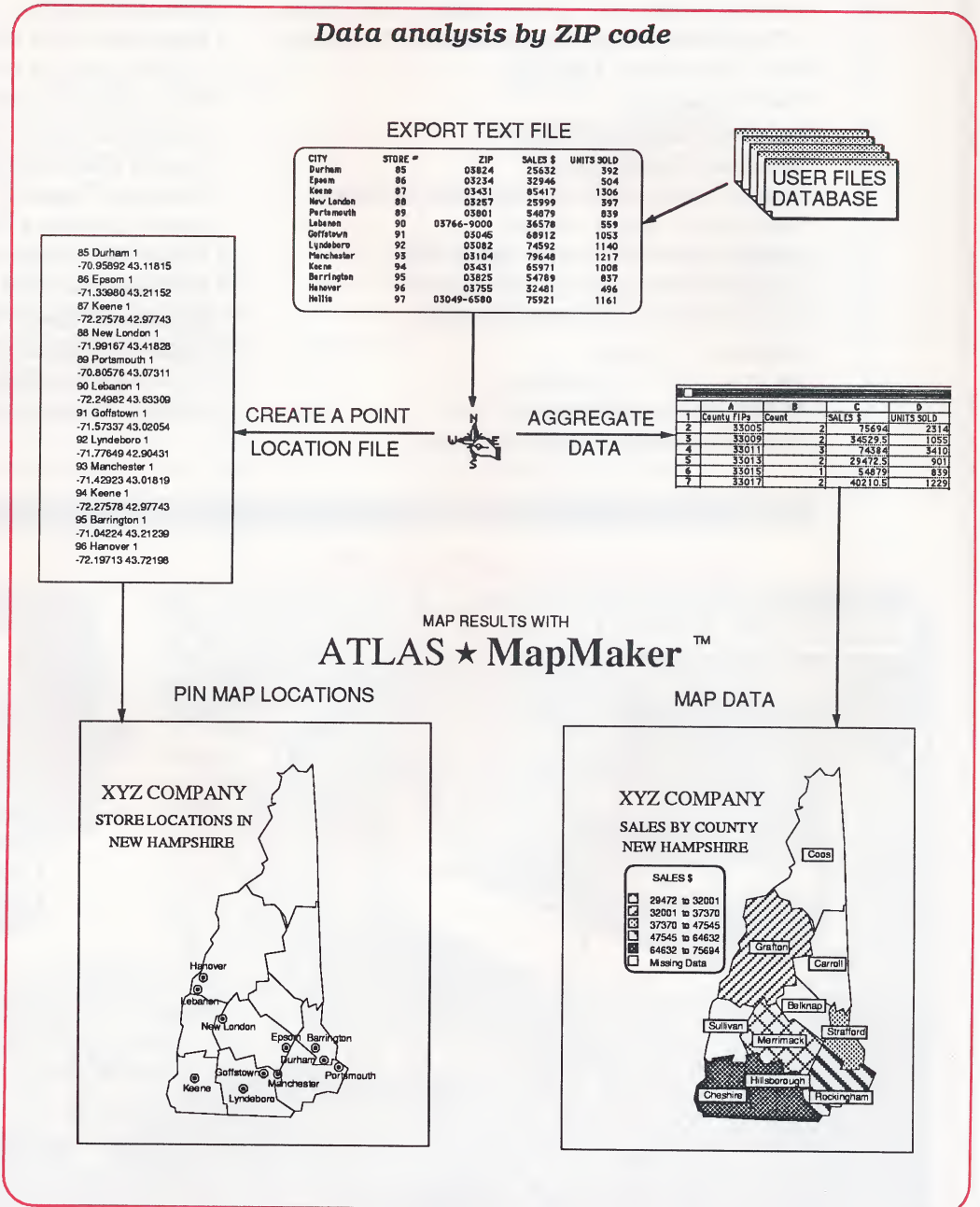
## ATLAS\*MapMaker 4.5 can assign data-base records to ZIP Codes.

Data analysis by ZIP code (formerly done through the external ZIP/ATLAS utility program) is now built into MapMaker. This feature provides Pin Mapping, Data Aggregation and Geographic Translation, allowing you to import a database of addresses and assign each to a point on the map based on its ZIP code. MapMaker can aggregate any data that is tied to a ZIP code, as well as translate the records into other units of geography such as counties, states, MSA's, etc. Now you can find answers to questions like "What are my total sales by ZIP code (or County, State, etc.)?" This feature is useful for those who have data in a variety of programs and formats that they would like to display on one map. MapMaker takes this information, and, based on the ZIP codes, creates either an electronic pin map or a color-coded thematic map.

## Multiple Layered Maps

You can now add an unlimited number of layers to any MapMaker map, each with its own data and text. Options are set for each layer independently. You can also set the visibility of layers at varying zoom levels ("thresholds"). The new Layers menu controls all layer options, and offers selections for specifying the "active" layer. Unlimited map layers allows for the creation of complicated maps with

a great deal of information. At the same time, the layers and their data can be "turned on or off" to avoid clutter. You have control over the order in which the layers are drawn. All options and reports which are affected by the layer selection display the name of the active layer. Text Layers are automatically linked to the physical layers, and can be selected by name in the text entry dialog.





# ATLAS ★ MapMaker™

The Complete Macintosh Mapping System

FOR USE WITH THE APPLE® MACINTOSH™ 512K, PLUS, SE AND MACINTOSH II, BY STRATEGIC MAPPING, INC.



**Complete Desktop Map Making System** Point and click - that's all it takes to create a map with MapMaker. Pull-down menus and dialog boxes make it simple to generate the perfect map in just minutes! The MapMaker package includes everything needed to produce publication quality maps of the United States by county, individual states, groups of states or the entire country, as well as continents of the world separately or in any combination, including Canada by Province.

In addition to creating high resolution, object-oriented graphics, MapMaker also provides a powerful data analysis framework. Up to 30 data variables for each area of the map may be entered into the MapMaker database, or imported from other Macintosh applications, such as an Excel™ spreadsheet. Also included are a variety of ready-to-use statistical data files containing U.S. Census data for States, Counties and Major Cities, along with World Population estimates and Canadian Province statistics. Using MapMaker, it is easy to quickly uncover hidden relationships in geographic data and then demonstrate these findings with striking presentation graphics.

## Comprehensive Mapping Tools

Enhance and customize maps with built-in drawing tools.

Measure distance in miles, kilometers, etc., and locate points by latitude and longitude coordinates. Stamp circles and lines of any desired length or radius in miles.

Digitize new map areas, points or curves directly onto the screen, or use any of the supported ADB graphics tablets.

Enter text labels in any font, style, color and size (1-127 points).

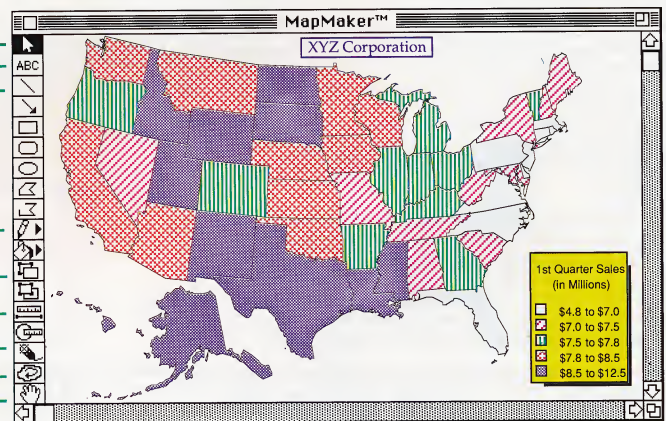
Control graphics placement with front/back layer controls.

Auto-Trace screen objects into new map areas.

Quickly drag map display to any new position.

Select items to drag to new location, cut, copy, edit, etc.

Select from 35 fill patterns in any of eight foreground and background colors. Full support for PostScript "hairline" widths for professional quality output.

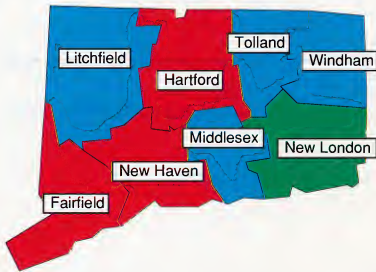


**Hundreds Of Applications** MapMaker is perfect for use in market research, site analysis, real estate, target marketing, sales force performance, sales territory design, advertising analysis, market potential analysis, political analysis, customer penetration studies, education, medical research, governmental resource planning, economic analysis and much more!

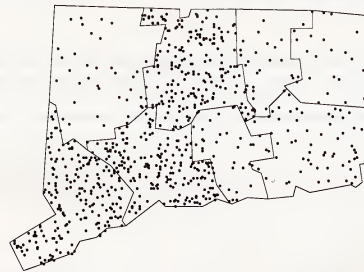


**State-Of-The-Art Mapping Techniques Made Simple** MapMaker includes advanced mapping options never before available in such a low-cost, easy to use system. Simply select the areas that you want to appear on your map, indicate the map size and page position and watch as MapMaker draws a custom map to your exact specifications. Then, data values associated with map areas such as states or counties can be viewed in one or more of the following ways:

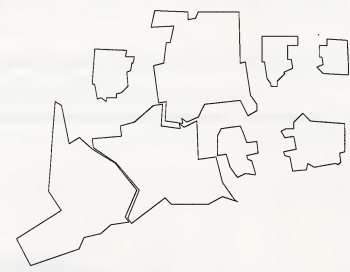
Connecticut County Population



**Cross Hatch Patterns** - each region is filled with a pattern and/or color according to the data range in which it falls

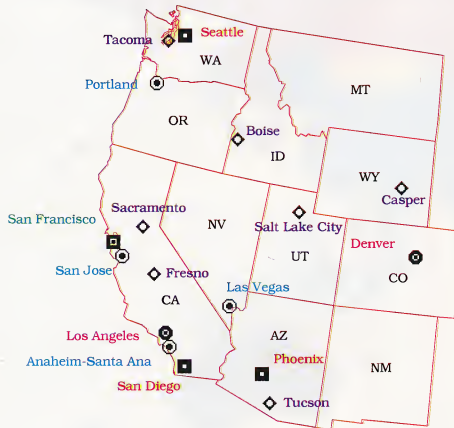


**Dot Density** - each region contains a specific number of "dots," each one of which represents a user-defined quantity

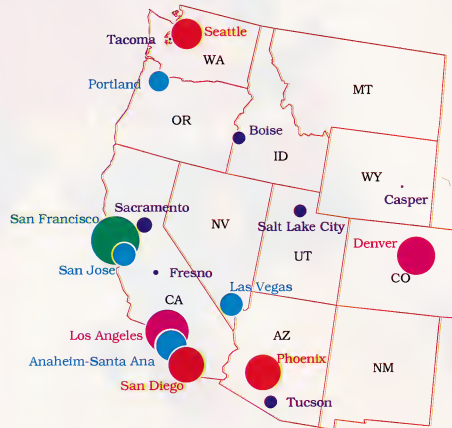


**Area Cartogram** - the area of each map region is shrunk or expanded in proportion to its relative data value

Data associated with "points" on the map, such as cities or site locations, can be expressed as:



**Point Symbols** - each point is shown with a symbol whose shape and color are determined by its data value



**Graduated Circles** - each point is surrounded by a circle whose area is proportional to its relative data value

#### Reviewer Comments

"...gives you the power to see information, such as the demographic makeup of a sales territory, actually on a map. Best of all, it does it better than any other program of its type."

-MacUser, ☆☆☆ 1/2

"MapMaker: The BMW of Map Programs"

-MacWorld

"...an absolute must for every organization that has to deal with territorial land masses. The sales manager, the real estate broker, market and political analyst, to name but a few, are all candidates for this superb program."

-MacGuide, Rating: 95

"Perfect for all of your custom map clip-art needs."

-MacTimes, ☆☆☆

"MapMaker is an impressive and useful workhorse which should find a home in any environment which relates statistical data to visual 'mappings'."

-MACazine

"MapMaker is an excellent example of a product that makes it easy for nonartists to create good looking graphics."

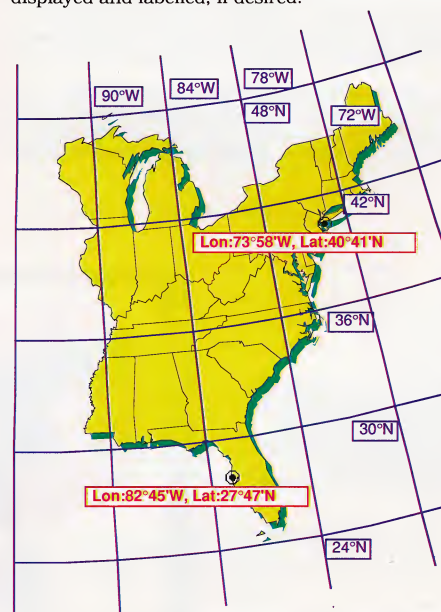
-Publish!

"If MapMaker is not already a part of the standard repertoire of demographers, statisticians and political analysts and practitioners, it ought to be. The same can be said of social scientists, sales managers and anyone else who deals with geographic information."

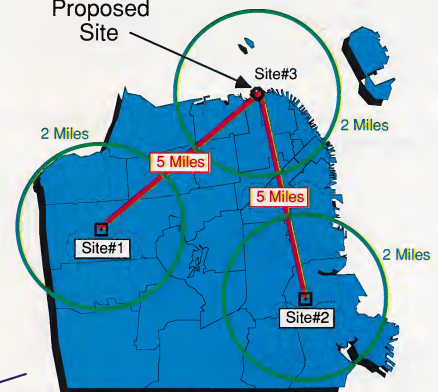
-The Active Window, Boston Computer Society

#### Interactive Latitude/Longitude Display And Distance Computations

The latitude and longitude of any point can be shown and grid lines for latitude and/or longitude can be automatically displayed and labelled, if desired.



Proposed Site



San Francisco ZIP Codes

MapMaker can interactively measure distances between two or more points in miles, nautical miles, kilometers, yards, meters or feet. It can also measure distance as a circular radius around any single starting point.



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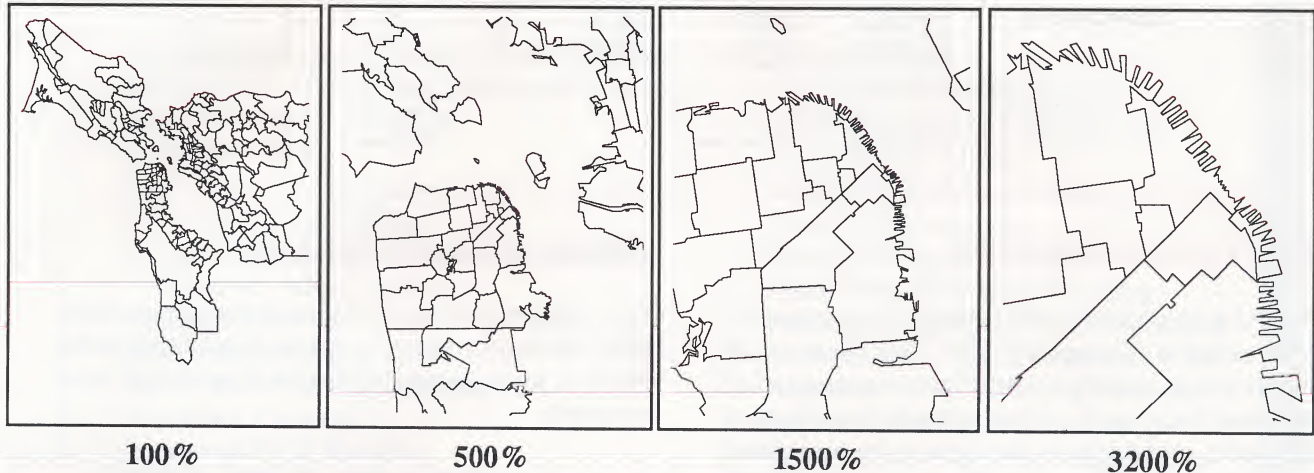


## High Resolution Map Support

For those who have a need for higher resolution at closer zooms, ATLAS★MapMaker maps are now created and maintained at up to ten times the resolution of the 4.0 version. You will see greater detail at any level of magnification. You can also take advantage of hi-resolution base maps from a variety of other sources.

variables. The **Show Layer Name** menu option will automatically display the active layer name as part of the legend title. The **Move On Screen** option keeps the legend on the screen no matter which part of the map is in view. This is especially convenient when working on maps of larger sizes.

### *High resolution maps maintain detail at any magnification.*



## Introducing Map Command Language

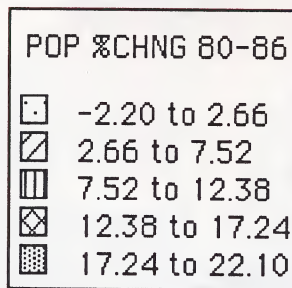
Our new Map Command Language allows the operation of MapMaker to be controlled with an external text file containing certain commands that the program knows how to interpret. Complicated, time consuming procedures can be written in a word processor or other program and automatically communicated to MapMaker via the **Open File** menu option, or pasted from the clipboard. The Command Language also offers a number of utility commands for utilizing Preference Files and setting certain MapMaker options.

## Preference Files

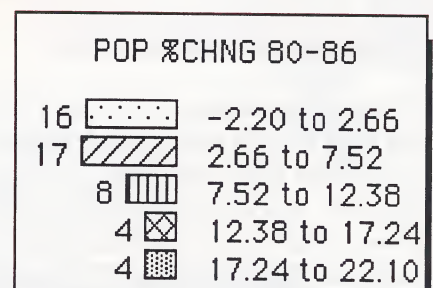
Now you can save all preferred options and settings for use on multiple maps. This feature takes the labor out of routine map making. If the preferences are saved into a file named "MapMaker Prefs" and placed in the same folder as MapMaker, it will be used as the default setup each time you start the program. If a preference file is chosen from the **File Open** menu option after MapMaker is running, settings take effect on the current map, as well as on all other maps created during that session.

## New Legend Options

MapMaker 4.5 offers more flexibility in creating legends. The **Frequency Distribution Histogram** visually represents the relative values of the mapped



☐ Show Freq. Histogram



☒ Show Freq. Histogram

Layer Name		Type: 1=Lat/Lon Point		Category names for up to 30 categories					
	A	B	C	D	E	F	G		
Lat/Lon DataPoints	1	LL Points	1	Long	Lat	DataCat1	DataCat2	DataCat3	
	2	Orlando	Orlando2	-81.39725	28.57801	10	20	30	
	3	St.Pete	St.Pete2	-82.64432	27.73594	20	30	40	
	4	Ft.Laud.	Ft.Laud2	-80.11276	26.19091	40	50	60	
	5	Jacksonville	Jacksonville2	-81.632	30.29047	60	70	80	

		Type: 32764=ZIP Code Point				
	A	B	C	D	E	F
Zip Code DataPoints	1	ZIP Points	32764	ZIP Code	DataCat1	DataCat2
	2	Orlando	Orlando2	32804	10	20
	3	St.Pete	St.Pete2	33705	20	30
	4	Ft.Laud.	Ft.Laud2	33308	40	50
	5	Jacksonville	Jacksonville2	32247	60	70

### New "Datapoint" File Type

ATLAS★MapMaker now supports a new text file type called a "Datapoint" file. This type of file allows you to specify a point (such as a store site or customer location) by either latitude/longitude or ZIP code, and include the data to be associated with that point. When added to a map, DataPoints are automatically projected to match the current map, filtered against the current display area, and then placed into a newly created layer. Each location can hold up to 30 categories and data values.

### Add Boundaries

It is now possible to add points, lines, polygons and circles to an existing base map, an existing layer, or to a new layer. This flexibility makes it easier to create customized maps and to bring in additional boundary files at any stage of the mapping process.

### Enhanced Text File Support

ATLAS★MapMaker 4.5 directly reads boundary and data files in either Macintosh or PC text format. Data files can now be imported directly from the clipboard. The improved connectivity between the Macintosh and the PC means that you can share files between ATLAS★MapMaker and ATLAS★Graphics or ATLAS★GIS (Strategic Mapping's software for the PC) without altering your files.

### Additional Map Projections

You now have a better choice of map projections with which to create your maps. In addition to the current projections, ATLAS★MapMaker now supports:

- Lambert Conformal Conic Spherical
- Lambert Conformal Conic Clarke
- Equidistant Cylindrical
- "Custom" Equidistant Cylindrical

### Faster Boundary File Processing

Boundary files are now processed more quickly, especially when selecting a subset of one or more boundary files, or when selecting "Get Boundary File Info..." menu option.

This is but a sampling of the new features that ATLAS★MapMaker 4.5 has to offer. *Call one of our Mapping Specialists for more information about this or any ATLAS Software product.*



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